



**Exasol**

The analytics database

# Company Presentation

December 2020

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## Exasol: At glance

- Foundation: 2000; headquartered in Nuermberg
- IPO: May 2020 (EUR 9.50); 10% Capital Increase in December 2020 (EUR 19.50)
- Listing Scale Segment (Open Market, Deutsche Boerse)
- Employees: 154 end of June, 202 end of October
- Enterprise customers > 185
- Annual Recurring Revenue (ARR):
  - 9M20: +35.2%; EUR 21.5m
  - Guidance 2020: > 36%; EUR 24m
- Full-stack relational database management system
- Especially designed for ultra-fast data analytics from day one
- In-memory technology and massive parallel processing as differentiating factors
- USPs: Speed + Power, Cost of Ownership, Choice for Customers

# 9M20 HIGHLIGHTS

## Solid financial metrics

- 35.2% ARR growth (EUR 21.5m)
- 9M20 Group Revenues +12.0% to EUR 17.8m, 3Q20 Group Revenues +57.1%

➤ Delivering sound financial results in difficult and uncertain times – guidance confirmed

## +20 new customers across various verticals and industries

- Two large insurance companies located in Europe
- Four e-commerce/retail clients
- Two enterprises in the utilities sector
- Two customers in sports

➤ Increasing customer base in-line with management expectations

After the IPO and latest capital increase new growth modus has been entered – gross proceeds of EUR 91m

➤ Including all signed contracts, number of employees increased from 154 end of June to 202 end of October



**Group Revenues**  
**EUR 17.8m**



**ARR**  
+35.2%; EUR 21.5m



**Customer growth**  
20 new signings



**Sales/Marketing headcount**  
87 employees (end of October 20)

## High quality customer base across various industries and regions. Selected examples

 zalando   vodafone  badoo

 eventim   OTTO  FLACONI  wooga  
world of gaming

 arvato  
BERTELSMANN

 kreditech

 Piedmont  
HEALTHCARE

# COMPANY OVERVIEW



## Exasol: High performance analytic database

Exasol is built to run analytics faster than any other database, delivering next-level performance, scale, and ease of use.

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High-performance  
at **Scale**

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Analytics  
**Anywhere**

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**Frictionless**  
Analytics

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**Predictable**  
Pricing

HIGH-PERFORMANCE ANALYTIC DATABASE

# Exasol's Unique Technology Advantages



## Massively Parallel Processing

Exasol's unique architecture leads to optimal scalability across CPU cores and multiple cluster servers



## Smarter In-Memory

Architecture turns RAM into a smart accelerator for processing with fewer I/O operations and less data in main memory



## Open Compute

Comprehensive support for programming languages, open-source AI frameworks & deployment modes

UNIQUE TECHNOLOGY

# Go To Market Strategy: “Let Them Experience the Performance and Cost Advantages”



## Performance

In-memory technology  
columnar  
Massive Parallel Processing design  
Separate storage and compute  
Operationalized data science



## Ease of Use

Auto tuning  
Enterprise-grade security  
Best enterprise support  
Trial



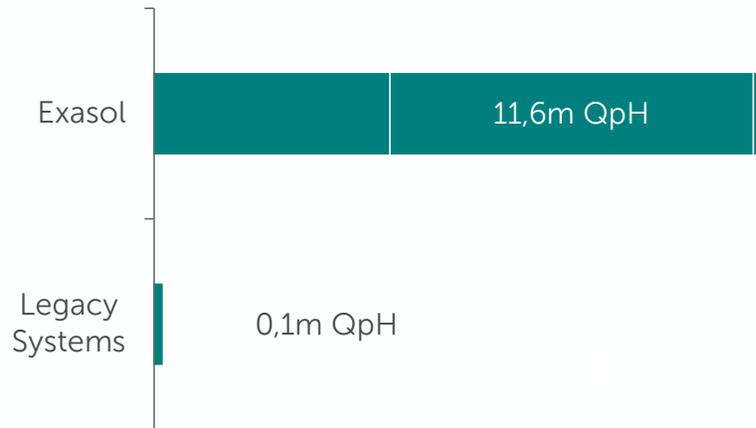
## Expand Choice

Cloud or on-prem  
Predictable, flexible pricing  
Price by Volume or Consumption  
Supports leading BI tools,  
Technology Ecosystem Integration

# “Let Them Experience the Performance”

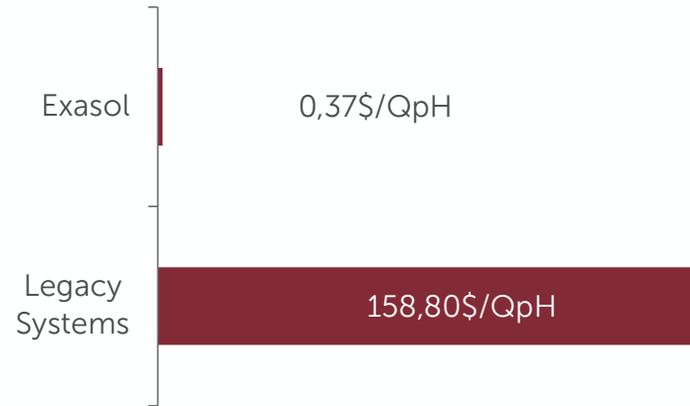
## SPEED

100x faster query performance



## OWNERSHIP COST

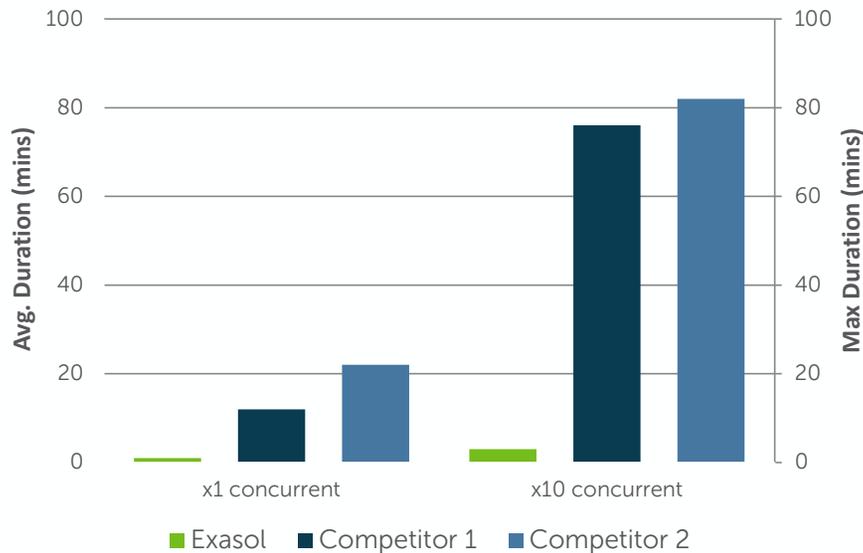
Lowest cost compared to any data warehouse solutions



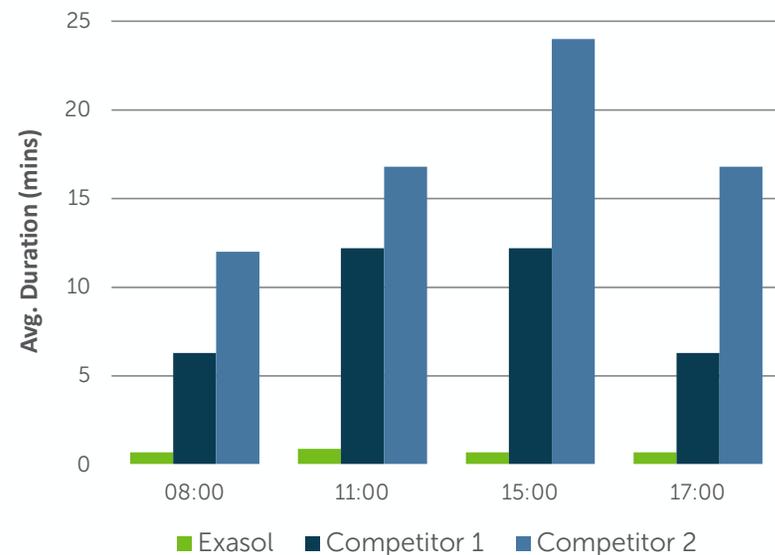
TPC-H BENCHMARK

# Exasol's Technology Leadership – Customer Example: Results of a major U.S. agricultural chemical and seed company

### Performance Benchmarking:



### Data Ingestion Benchmarking:



Source: Company customer, Major American agricultural chemical and seed company

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## Outstanding ranked #1

# BARC: Data Management Survey underpins Exasol's technological leadership

### BARC

- BARC = Business Application Research Center
- Leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers

### The Data Management Survey 2020

- Annual study into the market for data warehousing and analytics tools
- 9 different vendors are featured, including Microsoft, Oracle, SAP, Snowflake, Exasol
- Analyses is based on 782 software users, consultants and vendors which have been conducted from January – May 2020
- Two peer groups: Data warehouse and data analytics

# BARC's Data Management Survey 20 , #1 rankings for Exasol

## KPI results

**18 #1 rankings and 4 leading positions** in 2 different peer groups

## Recommendation

**100%** of surveyed users say they would **recommend** Exasol's high performance database(\*) without reservation

\*Based on the aggregate of "Definitely" and "Probably"

## Satisfaction

**100%** of surveyed users are **satisfied** with Exasol Database\*

\*Based on the aggregate of "Very satisfied" and "Somewhat satisfied"

## Performance

**100%** of surveyed users chose Exasol Database because of its **convincing and exceptional performance\***

\*Compared to **55%** for the average data management tool

## Functionality

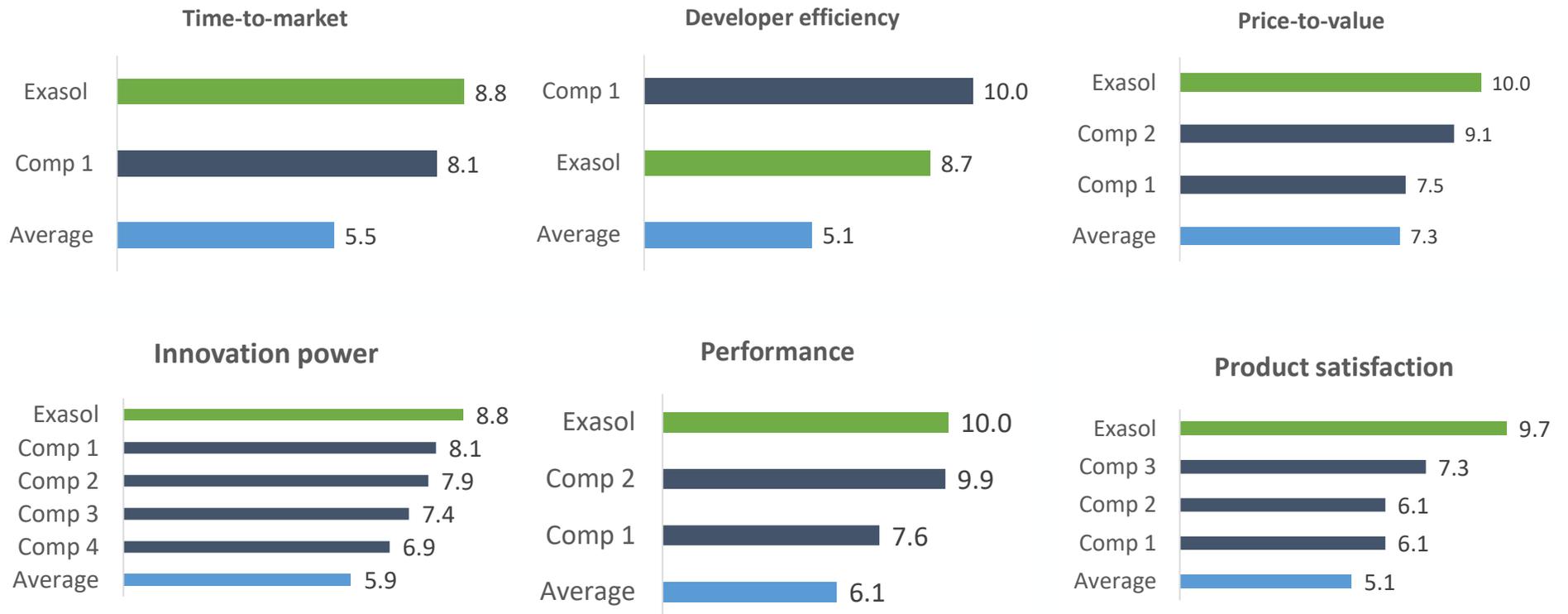
**97%** of surveyed users rate Exasol's **functionality** as **excellent or good\***

\*Compared to **86%** for the average data management tool

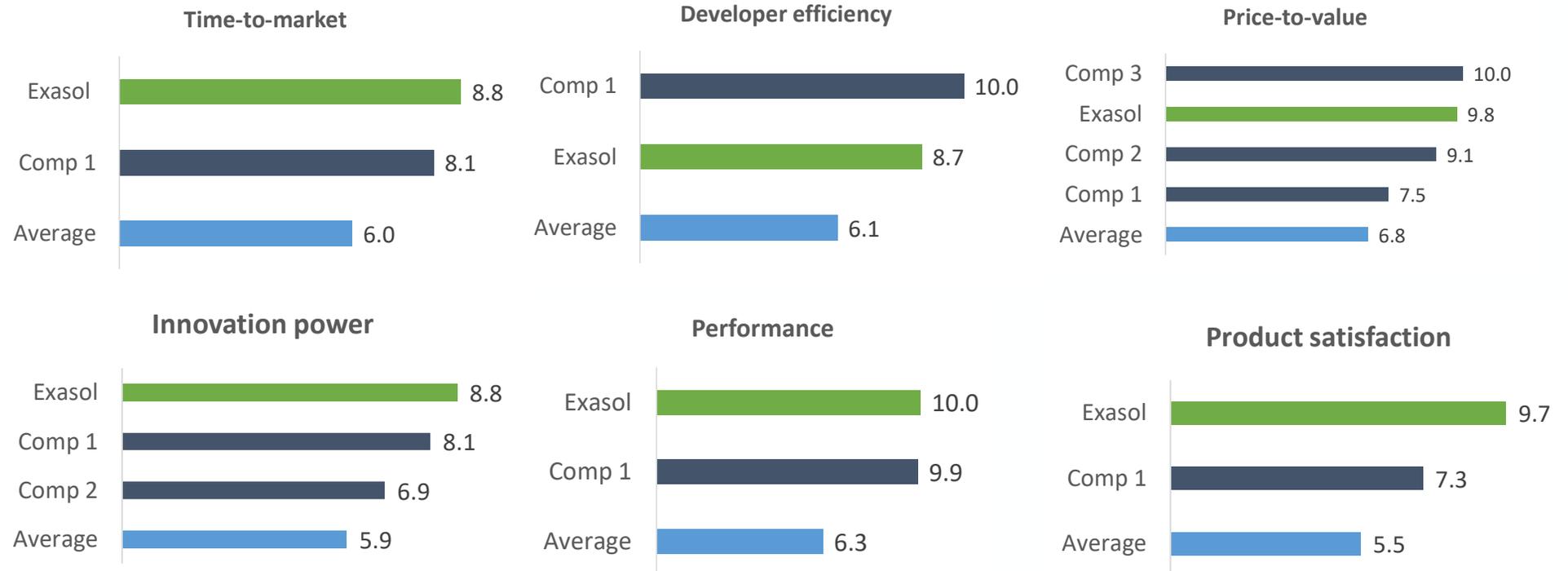
## Specialist for analytical workloads

Participants agreed with Exasol's description as the best performing database for analytical workloads.

# Exasol's Technological Leadership – Category Data Warehouse



# Exasol's Technological Leadership – Category Data Analytics



# 202 employees as end of October 2020

Rishi Diwan appointed as Chief Product Officer, located in the U.S.

- Strong product management team has been established (10 employees, 7 located in the U.S.)

Increased number of Sales in the UK & DACH

- Stronger sales organization has been set up to improve engagement with existing and accelerate new customer wins

New office in Switzerland

- Improved local footprint in the DACH region

Head of Sales U.S. hired

- Ready to rump-up the U.S. sales organization

# EXASOL'S STRATEGIC KEY PILLARS IN A NUTSHELL

- **Establish a strong global organization**
- **Strengthen brand awareness**
- **Increase number of pitches** (in which Exasol will participate)
- **Driving the Group to subscription-based**, cloud-based and SaaS-based relationships with our customers.
- **Platform-independent approach:** Fitting to all major cloud platforms, infrastructures and on-premise solutions.
- **Challenging legacy players and direct competitors with our core USPs**
- **Expand Choice for our customers**
- **Clear growth strategy:**
  - (1) Increasing wallet share with existing customers,
  - (2) increase market share in DACH
  - (3) regional expansion especially in the USA and UK,
  - (4) scale partner network.



COST &  
EFFICIENCY



CUSTOMERS



INNOVATION

# Strategy to accelerate ARR growth: Increase wallet share with existing customers



## Data Growth

Exponential data growth drives volume or consumption-based business model



## User Growth

User growth exerts pressure on systems which leads to increased performance requirements



## Application Growth

Increasing number of processes and apps driven by data / users leads to wider adoption and usage across organization

DRIVERS FOR INCREASING WALLET SHARE AT EXISTING CUSTOMERS

Increase brand awareness

Since the IPO, substantial growing media coverage

FINANCIAL TIMES

Exasol dominates its peer groups in BARC Data Management Survey 2020

Forbes

## Stale Data Has No Smell — But Still Leaves A Bad Taste

“As a healthcare, retail, or financial services business you cannot afford to make decisions based on yesterday’s data,” said Rishi Diwan, chief product officer (CPO) of Exasol. “If the pandemic has made one thing clear it’s that

siliconANGLE



Cloud computing storms a bastion of the enterprise: the data warehouse

EUROPEANCEO

Analytics firm Exasol understands the power of data in today’s business landscape

As CEO of Exasol, Aaron Auld has helped grow the analytics database company into one of the most highly valued technology firms in Europe – one that is capable of meeting client needs while prioritising data privacy



Exasol

# Increase brand awareness via ABM measures: Multiple account based marketing initiatives started

## Partnership with Microsoft & Rackspace

- Working with Rackspace & Microsoft to help customers create a landing zone for their data strategy in Azure
- Lining up with MS strategy to combine MS – SI - ISV



## Roundtables Program launched

- 13 planned roundtables
- 9 meetings engaged with VPs, Directors and Heads of Data across key accounts



## Tableau Campaign

- Videos Creation
- Full Tableau Demo
- Weekly Updates



## Corporate Social Responsibility

# Combine brand recognition & employee development

Exasol has launched a CSR program to:

- Embrace socially responsible policies
- Sustain employee morale and achieve greater productivity in the workforce
- Promote a healthy culture
- Create a stronger brand and reputation



### Sustainability

- Environmental Policy
- Environmental Management System
- Carbon Footprint Assessment



### Diversity

- Diversity Champions
- Training
- Initiatives



### Giving back

- Non-Profit Customers in Healthcare
- Data for Good Initiative
- Volunteering

# 9M20 FINANCIAL RESULTS



## SOLID FINANCIAL PERFORMANCE IN 9H20: ARR +35.2%, Group Revenue +12.0%

<u>in EUR m</u>	<u>30.09.20</u>	<u>30.09.19</u>	<u>Change</u>
<b>Annual Recurring Revenue (ARR)</b>	<b>21.5</b>	<b>15.9</b>	<b>35.2%</b>
Group Revenue	17.8	15.9	12.0%
	<b>30.06.20</b>	<b>31.12.19</b>	
Total Assets	50.6	31.6	60.1%
Equity ratio	45.3%	n.m.	n.m.
Net cash	40.2	0.6	n.m.

- ARR growth of +35.2% driven by (1) revenue growth with existing customers and (2) new customer wins.
- In the first nine months 2020, ARR growth was achieved with limited financial resources pre-IPO. Furthermore, in early March 20, Exasol introduced a COVID-19 reaction plan which included strict management of our costs.
- Group Revenue growth partially driven by a higher share of non-recurring license agreements in 3Q20 compared to the respective period the year before.

# OUTLOOK

- Exasol expects to reach an Annual Recurring Revenue (ARR) of more than EUR 24m in 2020 implying an ARR growth of >36% compared to 2019.
- The ARR for 2020 is calculated by multiplying the expected MRR (Monthly Recurring Revenue) in December 2020 by 12. Recurring Revenue have a subscription-based character and a contract duration of at least > 12 months.
- Exasol intends to accelerate ARR growth in 2021 by (1) increasing revenue at existing customers, (2) regional expansion especially in the U.S. and (3) increasing its market share in DACH and the U.K.

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